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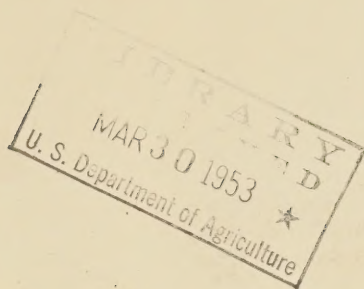
Gloeckner
&
Company,
Incorporated

15 East 26th St., New York 10, N. Y.

*Garden
Chrysanthemums
1953*

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Gloeckner

CHRYSANTHEMUM CUTTINGS

Garden Chrysanthemums for 1953

We take pleasure in offering you a complete listing of the best in HARDY CHRYSANTHEMUMS. The cuttings are the finest available, packed in new cartons in the same manner as regular pompon and standard varieties for greenhouse culture.

Deliveries can be arranged for late February or early March for those who want to flower pot plants for Mother's Day or Decoration Day.

ORDER NOW! Use the list as an order sheet. Return in a large size envelope with your remittance if you do not have an account with us or are not listed with trade credit associations as an established concern.

A GLOECKNER Chrysanthemum Manual will be sent to you upon request, if you grow the regular cut flower varieties. This manual contains detailed information invaluable to growers of cut Chrysanthemums.

NEW GARDEN VARIETIES

ORLOMA

Luminous apricot bronze, full decorative type. Bushy cushion habit of growth and very free and durable. Early blooming September 15th.

MADAME CADILLAC

Mulberry wine red solid large pompon type of great substance. Strong bushy and compact habit. Blooms by September 20th and lasts well into late October.

DWIGHT DOUGLAS

Dazzling golden yellow large decorative. Medium tall and very free and excellent for cutting. Blooms October 5th to 8th.

PONCA

Small Decorative. Deep lavender pink. Compact and prolific. Useful for gardens and pot plants. Oct. 10.

RONNIE

Small dark lavender button pompon. Vigorous and productive. Striking color and form for garden culture. Oct. 12.

ORSONA

Reddish bronze full decorative type. Very good bushy growth. Very desirable and showy. Blooms September 20th to 25th.

MIGUEL

Radiant raspberry red decorative type with good keeping qualities. Good growth and stem. Makes an excellent cut flower. Blooms October 8th to 10th.

GENISTA

Very early solid yellow pompon of good size. Dwarf bushy habit. Blooms from the end of August but in full bloom by September 12th.

ORPHEUS

Brilliant Roman red large pompon with perfect full form and very hard substance. Excellent strong and long stems with perfect spray formation. Very vigorous clean/upright growth. Matures October 10th to 12th. This variety is equal if not superior to any cloth house red now in existence. Blooming nicely for early October and can be shaded to bloom in late August and early September without fading.

PINCHING SCHEDULE FOR GARDEN CHRYSANTHEMUMS

Natural
Flowering Date

Sept. 1
Sept. 15
Sept. 30
Oct. 10
Oct. 15

Pinching Date
for Cut Flowers

June 7
June 14
June 24
June 30
July 4

Pinching Date
for Border Plants

July 4
July 11
July 18
July 25
Aug. 1

COMBINATION OFFERS

SPECIAL No. 1

Our selection of varieties
for cutting

SPECIAL No. 2

Our selection for pots
or bedding

SPECIAL No. 3

Our selection: Half for cutting
Half for bedding

SPECIAL No. 4

Our selection for Mothers'
Day blooming

SPECIFY HOW MANY VARIETIES

- A. 250 r.c. \$ 14.25
50 each of 5 varieties
- B. 500 r.c. \$ 25.50
50 each of 10 varieties or
100 each of 5 varieties
- C. 1000 r.c. \$ 48.00
50 each of 20 varieties or
100 each of 10 varieties or
200 each of 5 varieties
- D. 2500 r.c. \$112.50
50 each of 50 varieties or
100 each of 25 varieties or
250 each of 10 varieties or
500 each of 5 varieties

Hardy Mum Pot Plants for Mother's Day

Garden or hardy mum plants in full bloom make ideal potted plants for Mother's Day. This should be a valuable addition to the list of spring pot plants. For best results 5 cuttings should be planted into a 6" pot or 2 cuttings into a 4" pot. After these pot plants are through flowering they should be cut back within three inches of the soil level and planted into the garden. These same plants will bloom again in the fall. There is a long list of varieties to choose from and to facilitate selection we are offering a 500 cutting collection suitable for this culture. This collection has the better varieties which have been tried and proven.

Single Pinch Method

1. Plant 5 rooted cuttings from lighted stock, March 3 in a 6" pot.
2. Pinch plants March 10.
3. Grow in 60° house.
4. Apply black cloth April 14, if necessary.

Two Pinch Method

1. Plant 5 rooted cuttings from lighted stock, February 11, and pinch same day.
2. Apply 4 hours of additional light each night from Feb. 11 to March 10.
3. Pinch second time March 10, give short day treatment April 14, if necessary.
4. Grow in 60° house.



CHRIS. COLUMBUS

ALLEGRO

MRS. DUPONT

Hardy Pot Mums for Mother's Day

SYMBOLS — (L) LARGE — (D) DECORATIVE — (P) — POM — (C) CUSHION — (S) SINGLE — (B) BUTTON

*Recommended for Mother's Day pot plants pinched and short day treatment same day

**Recommended for Mother's Day — but should be pinched seven (7) days after starting short day treatment

D Varieties recommended as better when disbudded

GARDEN CHRYSANTHEMUMS

Variety	Size and Type	Color	Height	Matures	Price 50 only
WHITE					
Candlelight	(D)	Ivory	Med.	Sept. 5	3.00
D. D. Ahrens	(D)	White	Tall	Sept. 10	3.00
Paper White	(D)	White	Med.	Sept. 10	4.00
*Chris. Columbus	(LD)	Cream	Tall	Sept. 15	3.50
Wh. Cushion	(C)	White	Short	Sept. 15	3.00
*Calcite	(D)	Cream	Med.	Sept. 15	3.00
Drifted Snow	(D)	Cream	Med.	Sept. 15	3.00
Polar Ice	(LD)	White	Med.	Sept. 15	3.50
*Wh. Bounty	(B)	White	Tall	Sept. 15	3.50
*D Wh. Tower	(LP)	Cream	Tall	Sept. 15	3.50
Wh. Wonder	(LP)	Ivory	Med.	Sept. 25	3.00
*Shalimar (H)	(LP)	Cream	Tall	Sept. 25	4.50
Wh. Cloud	(D)	White	Tall	Sept. 25	3.50
*Pepita	(B)	White	Med.	Sept. 28	3.50
Snow Fall	(D)	White	Med.	Oct. 1	3.50
Ermine	(D)	Ivory	Med.	Oct. 1	4.00
Spin Drift	(LD)	White	Med.	Oct. 1	6.25
Winterset (H)	(LD)	White	Med.	Oct. 1	3.25
Lyric	(S)	White	Short	Oct. 5	4.50
Avalanche	(LD)	Cream	Tall	Oct. 5	3.25
Fragrant	(D)	White	Tall	Oct. 5	3.25
Horizon	(P)	White	Med.	Oct. 5	4.50
Youdath's White	(LD)	White	Med.	Oct. 5	3.00
*Monogram	(S)	White	Short	Oct. 5	4.00
*Classic	(B)	White	Tall	Oct. 10	4.00
Maestro	(P)	White	Short	Oct. 10	4.00
*Renown	(S)	White	Med.	Oct. 10	4.00
Wh. Spoon	(Spoon)	White	Med.	Oct. 10	3.00
*D Silverplate	(D)	White	Med.	Oct. 12	4.00
Silver Ball	(P)	White	Tall	Oct. 15	2.75
Irene	(B)	White	Med.	Oct. 15	3.00
Norona	(SP)	White	Med.	Oct. 15	4.50
YELLOW					
Butterball (H)	(P)	Golden	Short	Sept. 1	3.00
*Early Gold	(P)	Golden	Short	Sept. 5	3.50
*Golden Hours	(P)	Chrome Yel.	Med.	Sept. 8	3.25
Ruthann Lehman	(LP)	Canary	Med.	Sept. 12	4.50
Genista (new)	(P)	Canary	Med.	Sept. 12	7.50
Yel. Supreme (H)	(C)	Bright Lemon	Short	Sept. 15	3.00
*Pomponette	(P)	Golden	Short	Sept. 15	3.00
Yel. Cushion	(C)	Light Yellow	Short	Sept. 15	3.00
Sunapee	(P)	Deep Lemon	Tall	Sept. 15	3.25
*Yel. Chris. Columbus	(LD)	Bright Lemon	Med.	Sept. 15	3.50
Yel. Avalanche	(LD)	Lt. Lemon	Tall	Sept. 15	3.25
*Early Yellow	(B)	Dp. Lemon	Short	Sept. 15	3.00
Defiance (H)	(D)	Golden	Tall	Sept. 15	3.50
Golden Carpet	(P)	Golden	Short	Sept. 15	4.50
Ming	(P)	Orange Yel.	Med.	Sept. 18	5.00
*Sept. Sunshine	(S)	Bright Lemon	Med.	Sept. 20	3.25
Wychwood	(LP)	Canary	Med.	Sept. 20	3.25
Canary Wonder	(P)	Canary	Med.	Sept. 25	5.00
Charles Nye	(LP)	Deep Lemon	Tall	Sept. 25	3.25
*Honeycomb	(P)	Golden	Med.	Sept. 25	3.00
*Moonlight (DePetris)	(D)	Bright Yel.	Med.	Sept. 25	5.00
*D Lee Powell	(LD)	Chinese Yel.	Tall	Sept. 25	5.00
Tangerine	(LD)	Dp. Orange	Med.	Sept. 25	3.25
Flaxen Beauty	(LD)	Light Lemon	Med.	Oct. 1	5.00
King Midas	(LD)	Lemon	Med.	Oct. 1	3.00
*Chiquita	(B)	Deep Lemon	Med.	Oct. 1	3.25
James Eadie	(LP)	Deep Chrome	Tall	Oct. 5	3.25
Garland	(S)	Lemon	Short	Oct. 5	4.50
Polaris	(S)	Golden Buff	Med.	Oct. 5	4.00
Vanguard	(LP)	Golden	Med.	Oct. 5	5.00
*D Mrs. Rotan	(LD)	Deep Chrome	Med.	Oct. 5	3.25
Dwight Douglas (new)	(LD)	Golden Yel.	Med.	Oct. 5	7.50
*Yellow Spoon	(Spoon)	Light Yellow	Med.	Oct. 10	3.50
Treasure	(P)	Golden	Tall	Oct. 10	4.50

MINIMUM ORDER 50 CUTTINGS OF A VARIETY. SEE LIST ON BACK PAGE FOR QUANTITY PRICES.

GARDEN CHRYSANTHEMUMS

Variety	Size and Type	Color	Height	Matures	Price 50 only
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BRONZE AND RED—(Cont.)

Fireside	(D)	Burnt Orange	Tall	Oct. 10	4.00
Nytoda	(S)	Golden Apr.	Med.	Oct. 12	5.00
Admiral	(D)	Dark Red	Med.	Oct. 12	4.50
Fashion	(D)	Rosewood	Med.	Oct. 12	4.00
Witchery	(D)	Golden Br.	Med.	Oct. 12	4.00
Nokomis	(LD)	Red Bronze	Med.	Oct. 12	4.00
Nocturne	(P)	Crimson	Med.	Oct. 12	4.00
Robinhue	(LD)	Dark Red	Tall	Oct. 15	4.00
Br. Pyramid	(LD)	Orange Br.	Tall	Oct. 15	3.25
Detroit	(P)	Red Bronze	Tall	Oct. 15	3.50
*Carmelita	(LD)	Apr. Bronze	Tall	Oct. 15	4.00
Cocktail	(P)	Salmon Br.	Med.	Oct. 15	4.50
Rajah	(S)	Scarlet	Tall	Oct. 15	4.50

PINK AND LAVENDER

Gladness	(D)	China Rose	Short	Aug. 28	3.50
Cecil Beed	(D)	Deep Lav.	Med.	Sept. 1	5.00
Dr. Longley	(D)	Rose Pink	Med.	Sept. 1	4.00
Sal. Precose	(LD)	Salmon Pink	Short	Sept. 1	3.50
*Welcome	(S)	Mellow Purple	Med.	Sept. 1	3.00
Purple Star	(P)	Purple	Med.	Sept. 5	3.00
Barbara Small	(P)	Lavender	Tall	Sept. 10	3.25
*D Nye's Favorite	(D)	Lavender	Med.	Sept. 10	3.50
*Orchid Helen	(D)	Orchid Lav.	Med.	Sept. 10	4.50
*Royal Robe	(D)	Purple	Med.	Sept. 15	6.25
Chippewa	(LD)	Br. Purple	Med.	Sept. 15	3.25
Violet	(P)	Amaranth Pk.	Med.	Sept. 15	3.25
Fairbow	(P)	Lavender Pk.	Med.	Sept. 20	3.50
Tapestry	(LD)	Bright Pink	Med.	Sept. 20	4.50
Heather Bloom	(D)	Heather Pink	Med.	Sept. 20	3.00
*Alert	(LD)	Dark Purple	Med.	Sept. 20	3.50
Olive Longland	(LD)	Apr. Salmon	Med.	Sept. 25	2.75
Imp—Early Wonder	(P)	Lavender	Med.	Sept. 25	3.00
*Spellbound	(D)	Lavender	Med.	Sept. 25	3.25
Capt. J. Smith	(C)	Lavender Pink	Short	Sept. 25	3.00
*Maj. Cushion	(C)	Lavender	Short	Sept. 25	3.00
Pink Beauty	(D)	Salmon Pink	Med.	Sept. 25	3.00
September Dawn	(D)	Rose Pink	Med.	Sept. 25	3.00
Pink Opal	(P)	Persian Rose	Med.	Sept. 28	5.00
Rosita	(B)	Lavender Rose	Med.	Sept. 28	3.25
Malinda Brown	(P)	Lavender Rose	Med.	Sept. 28	6.25
Betty	(LD)	Pk. Rose Ctr.	Tall	Sept. 28	3.25
Misty Maid	(D)	Light Pink	Med.	Sept. 28	3.50
*D Pat. Lehman	(D)	Peach Pink	Tall	Sept. 28	4.50
Early Wonder	(P)	Lavender	Int.	Oct. 1	3.00
Fascination	(LD)	Lavender Pink	Med.	Oct. 1	6.25
*D Myrtle Walgreen	(LP)	Amar. Purple	Med.	Oct. 1	3.50
*Tiffany Rose	(S)	Deep Rose	Med.	Oct. 1	3.00
Alex Cummings	(LD)	Deep Rose	Tall	Oct. 3	6.25
Enterprise	(P)	Amaranth	Tall	Oct. 5	5.00
*Pink Surprise	(D)	Lavender	Tall	Oct. 5	3.50
*Lavender Lady	(D)	Lavender Pink	Tall	Oct. 5	3.50
Ponca	(D)	Dk. Lavender	Short	Oct. 10	3.50
Dream Girl	(P)	Lt. Lavender	Med.	Oct. 10	3.50
Brigadier	(D)	Salmon Rose	Int.	Oct. 10	5.00
Argonne	(P)	Dark Lavender	Med.	Oct. 10	3.50
Courtier	(D)	Lavender Pink	Med.	Oct. 10	4.50
Orchid Spoon	(Spoon)	Orchid Lav.	Med.	Oct. 10	3.50
Rose Spoon	(Spoon)	Lavender Rose	Med.	Oct. 10	3.00
Lassie	(LD)	Dark Pink	Med.	Oct. 10	4.50
*Masquerade	(P)	Lavender Rose	Med.	Oct. 10	3.50
*Joybringer	(D)	Salmon Rose	Short	Oct. 10	4.00
Winsome	(L-Ref.)	Lav. Purple	Tall	Oct. 10	3.50
Sweetheart	(S)	Light Lavender	Tall	Oct. 10	4.00
*Serenade	(S)	Magenta	Tall	Oct. 10	4.00
Ronnie	(P)	Dk. Lavender	Int.	Oct. 12	3.50
Elizabeth Hood	(LD)	Lav. Pink	Med.	Oct. 12	5.00
Salute	(S)	Deep Orchid	Tall	Oct. 12	4.00
Allegro	(P)	Shrimp Pink	Med.	Oct. 12	3.25
Adagio	(P)	Raspberry Rose	Tall	Oct. 12	4.00
Dawn Rose	(LD)	Grenadine Pink	Med.	Oct. 15	3.50
Symphony	(D)	Mauve & Lav.	Tall	Oct. 15	3.00
*Jewell	(P)	Lavender Pink	Med.	Oct. 15	3.00
Dark Jewell	(P)	Dark Lavender	Med.	Oct. 15	3.00

MINIMUM ORDER 50 CUTTINGS OF A VARIETY. SEE LIST ON BACK PAGE FOR QUANTITY PRICES.

THIS TABLE INDICATES PRICES FOR MORE
THAN 50 OF A VARIETY, ON ONE ORDER.

Per 50	Per 100				
50	100-250	300-450	500-950	1000-2450	2500 Up
2.75	5.20	4.95	4.65	4.40	4.10
3.00	5.70	5.40	5.10	4.80	4.50
3.25	6.15	5.85	5.50	5.20	4.85
3.50	6.65	6.30	5.95	5.60	5.25
4.00	7.60	7.20	6.80	6.40	6.00
4.50	8.55	8.10	7.65	7.20	6.75
5.00	9.50	9.00	8.50	8.00	7.50
6.25	12.00	11.50	11.00	10.50	10.00

Fred C.
Gloeckner
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 Company,
 Incorporated

15 EAST 26th STREET
 At Madison Square
 NEW YORK 10, N. Y.